

The City Council of the City of Mattoon held a special meeting at the Mattoon Depot, 1710 Broadway Avenue, Main Floor on November 4, 2011 for the purpose of conducting a Strategic Plan Workshop.

Mayor Gover called the Strategic Plan Workshop to order at 8:30 a.m.

The following members of the Council answered roll call physically present: YEA Commissioner Bob Becker, YEA Commissioner Randy Ervin, YEA Commissioner Rick Hall, YEA Commissioner Chris Rankin, YEA Mayor Tim Gover.

Also physically present were City personnel: City Administrator Sue McLaughlin, Attorney & Treasurer J. Preston Owen, Community Development Coordinator Kyle Gill, Public Works Director Dean Barber, Fire Chief Tony Nichols, Police Chief Jeff Branson, Tourism Director Angelia Burgett, Technology Coordinator Brain Johanpeter, and City Clerk Susan O'Brien.

### **DISCUSSION:**

Mayor Gover discussed the nature of the meeting as a Strategic Plan Workshop for the purpose of gathering input from the Council and Department Heads with public comments at the conclusion of the meeting. Administrator McLaughlin introduced Mr. Rob Westcott of Lake Land College as the Facilitator of the workshop. Mr. Westcott described good strategic planning to focus on one to three key initiatives followed by selecting priorities. Operational effectiveness and strategy positioning were also discussed.

Administrator McLaughlin reviewed the progress from the previous strategic planning session. Director Barber presented Public Works strategic plan including Dodge Grove Cemetery, Building & Grounds, Parks and Lakes, sidewalks [Break was taken between 10:23 a.m. to 10:31 a.m.], storm water control, streets and utilities, water treatment, and waste water treatment. Lunch break was between 11:46 a.m. to 12:03 p.m. Chief Branson presented the Police Department goals and objectives, years one through five strategic planning, hiring of officers, and comparison cities' data. Chief Nichols presented the Fire Department's goals and objectives, completed projects, training building, hydrant replacement and upkeep, proposed ambulance billing, truck rotation replacements, building upkeep, ambulance rotations, equipment replacement, rank restructuring, appointment of assistant fire chief, and costs. Coordinator Gill presented the Community Development's strategic planning including the comprehensive plan, planning and zoning goals for years one through ten and building and code enforcement goals for years one through ten. Attorney & Treasurer Owen presented the Finance and Legal strategic planning for years one through five. Clerk O'Brien presented strategic planning for the Clerk's Office and Human Resources for the next ten years. Coordinator Johanpeter presented the CIS strategic planning which included the increase in wide-area-network bandwidth, paperless council, desktop virtualization, and leveraging resources. Director Burgett presented the Tourism strategic planning which included tourism facts and figures, tourism and the Arts, staffing, and Depot utilization.

Mr. Westcott reviewed aspects of the presenters and divided the group for discussing priorities. The groups returned with six priorities and ranked the items 1. Development and implementation of a comprehensive staffing plan; 2. Improving dispensation of storm waste water treatment per IEPA mandates; 3. City set an example by providing building maintenance, landscaping, and infrastructure; 4. Expand tourism and retail sales to support City services; 5. Implement a comprehensive redevelopment and marketing plan; and 6. Evaluate current technologies to access readiness of new technology. Attendees discussed the results of the rankings.

Administrator McLaughlin thanked Mr. Westcott. Mayor Gover thanked everyone in attendance.

With no further discussion from the public or those in attendance Commissioner Hall seconded by Commissioner Rankin moved to adjourn the meeting at 4:47 p.m.

Mayor Gover declared the motion carried by the following vote: YEA Commissioner Becker, YEA Commissioner Ervin, YEA Commissioner Hall, YEA Commissioner Rankin, YEA Mayor Gover.

/s/ Susan J. O'Brien  
City Clerk